

77-9777

16 November 1977

MEMORANDUM FOR: Director of Central Intelligence

FROM: Herbert E. Hetu
Assistant to the Director
(Public Affairs)

SUBJECT: Evaluation and Recommendations
Concerning Public Appearances

1. You will recall on the airplane coming back from Chicago I mentioned a media training program for executives offered by Carl Byoir & Associates, Inc. (one of the three largest Public Relations firms in the country). Attached is a copy of a letter from Carl Byoir describing the program. The normal cost for such a program is \$1,000 a day. Since I was unsure whether this would be an official expenditure I asked Byoir to give me the absolute minimum fee possible. They said they would offer the course to us for the personnel costs only which would amount to about \$400.00 for the day-long session.

2. Carl Byoir & Associates handled public relations for the Bicentennial Administration--a contract which they received in competition with ten other PR firms. You should know that Carl Byoir did talk to me about a position before I joined CIA--indeed before I know I was even coming. I turned down the offer for a variety of reasons (not money), primarily because I have no interest in joining a public relations firm. In any case, there is absolutely no conflict of interest involved.

3. I think it would be a very good thing to do and would be of long-range benefit. Obviously finding the time would be the major problem.

Herbert E. Hetu

Attachment: a/s

A/DCI/PAO/HEH/kgf/16 November 1977

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Carl Byoir & Associates, Inc.

November 9, 1977

Herbert E. Hetu
Assistant to the Director for
Public Affairs
Central Intelligence Agency
Washington, D.C. 20505

Dear Herb:

Relative to our conversation regarding a day-long MediaCom session for Admiral Turner, here is the breakdown of what our training session entails.

The media training program is designed to make the corporate executive better prepared to meet the press. In this day of fast-paced communications, it is necessary to learn the insights needed to get a message across in a positive and professional manner -- we work toward that goal . . . making the executive relaxed and effective before a camera, a microphone, a large audience or small group.

TECHNIQUES COVERED:

1. Speaking Style -- pace, tone, phrasing, pitch; also posture, gestures, mannerisms, facial expressions and personality.
2. The TV Scene -- what's at the studio; body language; how to make the camera work for you; how to relate to interviewers; how to overcome nerves; how to handle questions you don't want to answer; how to make your key points; what to wear.
3. The Panel Situation -- what it is and how to deal with it; how to correct false statements and interrupt politely; how to leave the right final impressions, etc.
4. Radio -- TV without pictures means your words are all that more important . . . we work on them.

...more...

The program length is dependent, of course, on the adaptability of the person being trained. It can run anywhere from a half-day to three days . . . it is up to the executive. The goals are achieved by first an analysis of what exists, then what is needed and how to do it and then doing it.

The session would start at 9 a.m. with a break for lunch and end about 5 p.m. Of course, as I mentioned to you, we would protect the confidentiality of this session and of the Admiral's presence in our offices. Please let us know possible dates that would be convenient for the Admiral's calendar and we will try to accommodate you.

Sincerely,

Bill Gruver

WRG/jnh
cc: C. Walden